

Occupant Protection – FY 2015

Occupant protection in a vehicle includes the use of safety belts, child restraints, and air bags. These are all factors that keep a vehicle occupant safe in the event of a crash, thus preventing fatalities and injuries and reducing injury severity. Every occupant should utilize the proper restraints and safety devices.

Goals:

Increase observed seat belt use of front seat outboard occupants in passenger vehicles from 93.6 percent in 2012 to 98 percent by December 31, 2016.

Decrease fatalities by 20 percent from 936 in 2012 to 750 by December 31, 2016.

Decrease fatalities and incapacitating injuries by 18 percent from 6,612 in 2012 to 5,448 by December 31, 2016.

Decrease the vehicle mileage fatality rate by 14 percent from 1.00 in 2012 to .86 by December 31, 2016.

Decrease fatalities and incapacitating injuries for children ages 0-to-8 by 35 percent from 124 in 2012 to 81 by December 31, 2016.

Task 1: Child Passenger Safety		\$658,000
	Revision 01/21/2015	\$597,000
	Revision 10/02/2014	\$577,000
Section 405(b) funds		\$402,000
	Revision 01/21/2015	\$597,000
	Revision 10/02/2014	\$577,000
Section 405 funds	Added 01/21/2015	\$ 13,000
Section 2011 funds	Added 01/21/2015	\$243,000

Statewide Child Passenger Safety (CPS) Program

Project Number	CP-15-01		
Benefit to Locals	No		
Grantee	OHSP-Special Projects		
Grant Amount, Funding Source	\$275,000	405(b)	
Grant Amount, Funding Source	\$ 13,000	01/21/2015	405
Grant Amount, Funding Source	\$ 48,000	01/21/2015	2011
Project Number	OP-15-01		
Benefit to Locals	Yes		
Grantee	City of St. Ignace		
Grant Amount, Funding Source	\$ 12,000	01/21/2015	405(b)
	\$ 207,000		405(b)
	\$ 187,000	10/02/2014	405(b)
Grant Amount, Funding Source	\$ 195,000	2011	
Grant Start-up	October 1		
SHSP Strategy	Implement Michigan's current Child Passenger Safety Strategic Plan. Support public information and education campaigns.		

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Project Objective	<p>Educate and provide child restraint safety devices to 5,000 low-income families by September 30, 2015.</p> <p>Fund four child passenger safety technician courses by September 30, 2015.</p> <p>Fund five continuing education courses for child passenger safety technicians by September 30, 2015.</p> <p>Retain 63.2 percent of current child passenger safety technicians by September 30, 2015.</p> <p>Maintain at least one trained child passenger safety technician available for services in all 83 counties by September 30, 2015.</p> <p>Expand the child passenger safety program in the Upper Peninsula to incorporate up to thirteen counties by September 30, 2015.</p> <p>Add at least one additional Upper Peninsula instructor by September 30, 2015.</p>
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A regional approach will continue for the CPS program, with the activities for the Upper Peninsula coordinated by a full-time employee at the St. Ignace Police Department. The Office of Highway Safety Planning will continue to provide overall planning and coordination support for the network in the Lower Peninsula, as well as statewide.

Funding will support fitting stations, car seat clinics, child seat distribution, and training or recertifying child passenger safety technicians. The goal is to have at least one certified child passenger safety technician providing coverage in each of Michigan's 83 counties.

Funding will also support the expansion of the CPS technician and instructor program by expanding training to more county WIC programs as well as other partners, which will allow for greater distribution of car seats to low income families.

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Strengthening Child Passenger Safety Program Capacity in Minority Communities

Project Number	CP-15-01	
Benefit to Locals	Yes	
Grantee	OHSP Special Projects	
Grant Amount, Funding Source	\$20,000	405(b)
Grant Start-up	October 1	
SHSP Strategy	Implement Michigan's current Child Passenger Safety Strategic Plan. Support public information and education campaigns.	
Project Objective	<p>Train at least one Spanish-speaking and one Arabic-speaking child passenger safety technician by September 30, 2015.</p> <p>Develop and provide Spanish and Arabic-language materials and resources for families with children less than eight years of age by September 30, 2015.</p> <p>Train at least one child passenger safety technician to work within other minority groups such as African-American communities by September 30, 2015.</p>	

Restraint use by children in diverse communities is significantly lower than the national average. State and local organizations need to effectively increase the public awareness about the importance of child restraint use in the African American and Hispanic communities. In addition, there is a need to increase the availability of certified child safety seat technicians within these communities.

Funding will support training, education, outreach materials, and car seat distribution.

Michigan Department of Human Services (MDHS) Training

Project Number	CP-15-01	
Benefit to Locals	Yes	
Grantee	OHSP Special Projects	
Grant Amount, Funding Source	\$20,000	405(b)
Grant Start-up	October 1	
SHSP Strategy	Implement Michigan's current Child Passenger Safety Strategic Plan. Support public information and education campaigns.	
Project Objective	Conduct the approved pilot CPS training program in up to five counties for DHS employees by September 30, 2015.	

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Nearly 1,500 employees of the Michigan Department of Human Services (MDHS) are assigned cases involving 85,000 children in the Child Protective Services system each year. However, there is currently no training for these employees regarding proper use of car seats and safe transport in vehicles.

Because MDHS employees do not receive car seat installation training and may not have any experience with transporting children, misuse may be higher among these employees than other populations. A five county pilot of the newly approved CPS curriculum will occur in FY15. The training will be added throughout the remaining counties and will be incorporated to the introductory training for all new MDHS employees.

Funding will support training and education.

Traffic Safety App for Children

Project Number	OP-15-08	
Benefit to Locals	No	
Grantee	TBD (no activity)	
Grant Amount, Funding Source	\$75,000	405 (b)
Grant Start-up	October 1	
SHSP Strategy	Conduct effective communications and outreach activities. Support public information and education campaigns.	
Project Objective	Create one traffic safety application that teaches children ages 4-8 about booster seats, seat belts, bicycle helmets, and safely crossing the street by September 30, 2015.	

For more than ten years, OHSP has provided information about buckling up and bike and pedestrian safety to children through coloring books, stickers, posters, flyers, and costumed characters. Although those avenues are still viable, most children are using their parents' iPads, laptops, or other electronic devices to watch videos and play games from the time they are able to talk. There are numerous learning apps available that teach children to read, do math, and even make good nutritional choices.

An interactive traffic safety app that teaches children about using booster seats and buckling up, wearing bike helmets, and crossing the street safely through games would allow OHSP to present this important information in a modern and fun way.

Funding will support the creation and distribution of the children's traffic safety app.

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Task 2: Evaluation	\$575,000
Section 405(b) funds	\$575,000

Direct Observation Surveys: Safety Belt Use

Project Number	OP-15-03	
Benefit to Locals	No	
Grantee	Wayne State University	
Grant Amount, Funding Source	\$145,000	405 (b)
Grant Start-up	October 1	
SHSP Strategy	Evaluate the effectiveness of occupant protection programs.	
Project Objective	Determine the safety belt use rate by September 30, 2015. Determine hand-held device use rate by September 30, 2015.	

The annual post-Memorial Day and post-Labor Day surveys have tracked safety belt use since 1983. The survey results assist OHSP with developing safety belt enforcement plans and identifying the focus of media campaigns to support the mobilization. This year's observation study will also examine the use of hand-held devices as well as safety belt use rates.

Funding will support observation and analysis costs.

Direct Observation Surveys: Child Restraint Use and Misuse Survey

Project Number	OP-15-05	
Benefit to Locals	No	
Grantee	Wayne State University	
Grant Amount, Funding Source	\$140,000	405 (b)
Grant Start-up	October 1	
SHSP Strategy	Evaluate the effectiveness of occupant protection programs.	
Project Objective	Determine the child restraint use and misuse rate by September 30, 2015.	

Child restraint use is measured biennially, as recommended by NHTSA's *Michigan Child Passenger Safety Assessment*. This survey combines observation of the use rate with inspections of proper child seat installation for children under eight years of age.

Funding will support the observation, interview, analysis, and inspection costs.

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Child Passenger Safety (CPS) Technician Coverage and Impact Analysis

Project Number	OP-15-06	
Benefit to Locals	No	
Grantee	University of Michigan Children's Health Education and Analysis Center	
Grant Amount, Funding Source	\$150,000	405(b)
Grant Start-up	October 1	
SHSP Strategy	Evaluate the effectiveness of occupant protection programs.	
Project Objective	Determine an effective ratio of CPS technicians to children under age eight per county and gauge the impact CPS technicians, car seat checks, and car seat distribution have on crash statistics and car seat use and misuse by September 30, 2015.	

Michigan currently has more than 950 CPS technicians in 79 of its 83 counties. While some counties have many technicians and some have few, it is unknown how many technicians are needed to properly serve the children under age eight in each county.

An analysis will determine, among other things, what an acceptable ratio of technicians to children would be, and how the activity of technicians and distribution of car seats can impact crash statistics and observed car seat use and misuse in each county in Michigan.

Funding will support the costs of the analysis.

Booster Seat Focus Groups and Campaign

Project Number	CP-15-03	
Benefit to Locals	No	
Grantee	OHSP-PI & E	
Grant Amount, Funding Source	\$140,000	405(b)
Grant Start-up	October 1	
SHSP Strategy	Evaluate the effectiveness of occupant protection programs.	
Project Objective	Conduct at least one focus group among parents with children ages four to seven who do not regularly use booster seats by September 30, 2015.	

A 2013 study by Wayne State University reported child restraint usage rates in Michigan of 93.6 percent among zero to three year-old children and 42.4 percent among four to seven year-olds, despite the state having a child passenger safety law requiring children to ride in car or booster seats until they either reach age eight or 4'9" tall.

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In order to better understand why less than 50 percent of children ages four to seven do not use booster seats in Michigan, focus groups of parents with children ages four to seven who do not regularly use booster seats will be consulted. Information from the focus groups will accompany data gathered during phone surveys in FY14 to help direct education and outreach efforts to parents and school-aged children about the importance of booster seats.

Funding will support the costs of focus groups and outreach efforts.

Task 3: Program Management		\$167,000
Revision 06/19/2015		\$165,000
Section 402 funds		\$167,000
	Revision 06/19/2015	\$165,000

Program Management

Project Number	CP-15-02	
Benefit to Locals	No	
Grantee	OHSP-Program Management Section	
Grant Amount, Funding Source	\$167,000 \$165,000 06/19/2015	402
Grant Start-up	October 1	

Funding will provide for the shared costs of the Program Management team required to implement and manage the OHSP programs.